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Message Text

UNCLASSIFIED

PAGE 01 BANGKO 13687 150436Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------102207 150450Z /17
R 150317Z MAY 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 4454

UNCLAS BANGKOK 13687

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: F.E. ZUEELIG (BANGKOK) LTD.

REF: USDOC 8118

1. THAILAND
OFFICE USE: 2. 549 3. 0062400 4. 01
5. F.E. ZUELLIG (BANGKOK) LTD.
6. GPO BOX 379, 7 SILOM ROAD
7. BANGKOK
8 CONTACT: MARCEL G. LEU
9. TITLE: MANAGING DIRECTOR
OTHER OFFICIALS ARE: DR. STEPHEN ZUELLIG, DIRECTOR AND
MR. PAUL LAMPRECHT, DIRECTOR.
10. PHONE: 2335870-9 11. TELEX: TH 2639
12. CABLE: FEZ BANGKOK
13. ESTBL: 1951 14. EMPL: 500 15. SIZE: VERY LARGE
16. REPUTATION: EXCELLETN 17. RPT DATE: 05/78
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA
23A. 28300/235 IMP.AGT.DIST. OF DRUGS AND PHARMACEUTICAL
PREPARATIONS.
23B. 28100/235 IMP.AGT.DIST. OF INDUSTRIAL CHEMICALS
23C. 34294/235 IMP.AGT.DIST. OF CUTLERY, HAND TOOLS AND GENERAL
HARDWARE.
23D. 36231/235 IMP.AGT.DIST. OF WELDING MACHINERY AND ACCESSORIES
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23E. 36130/235 IMP.AGT.DIST. OF ELECTRIC SWITCHEAR AND
SWITCHBOARD APPARATUS.
23F. 36300/235 IMP.AGT.DIST. OF HOUSEHOLD APPLIANCES
23G. 35192/235 IMP.AGT.DIST. OF DIESEL ENGINES
23H. 35228/235 IMP.AGT.DIST. OF SPRAYERS
23I. 32926/235 IMP.AGT.DIST. OF FLOOR TILES
23J. 35531/235 IMP.AGT.DIST. OF CHAIN SAWS

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24. FOREIGN SALES: NA
25. FINANCIAL REFS: BANK OF AMERICA, SURIWONGSE ROAD, BANGKOK;
CHASE MANHATTAN BANK, SIAM SQUARE, BANGKOK; HONGKONG AND
SHANGHAI BANKING CORP., HONGKONG BANK LANE, BANGKOK, THAILAND.

26. TRADE REF: AMERICAN CYANAMID, WAYNE, N.J.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF AMERICAN CYANAMID
CO., WAYNE, N.J. FOR PHARMACEUTICALS AND AGRICULTURAL CHEMICALS;
ABBOTT LABORATORIES, CHICAGO, ILLINOIS FOR VETERINARY PRODUCTS;
DLEVELAND TWIST DRILL CO., CLEVELAND, OHIO FOR DRILLS; CLEVELAND
TWIST DRILL LTD., SCOTLAND FOR DRILLS; C.H. BOEHRINGER SOHN,
W. GERMANY FOR PHARMACEUTICALS; CIBA-GEIGY S.A., SWITZERLAND
FOR PHARMACEUTICALS AND AGRICULTURAL CHEMICALS; NATTERMANN
INTERNATIONAL, W. GERMANY FOR PHARMACEUTICALS; CARLO ERBA S.P.A.,
ITALY FOR VETERINARY AND ZOOTECHNICAL PRODUCTS; BASSANI S.P.A.,
ITALY FOR ELECTRIC CONTROLS; DANFOSS A/S, DENMARK FOR
REFRIGERATION CONTROLS; FICHTEL & SACHS, W. GERMANY FOR GASOLINE
ENGINES; FAG KUGELFISCHER GEORG SCHAEFER & CO., W. GERMANY FOR
BALL AND ROLLER BEARINGS; JURID WERKE GMBH, W. GERMANY FOR BRAKE
AND CLUTCH LININGS; ROBERT BOSCH GMBH, W. GERMANY FOR AUTOMOTIVE
PARTS AND ELECTRIC AND PNEUMATIC TOOLS; VAILANT GEYSER GMBH,
W. GERMANY FOR GAS AND ELECTRIC WATER HEATERS; SABROE-ATLAS,
DENMARK FOR REFRIGERATION MACHINERY.

28. POST EVALUATION: F.E. ZUELLIG (BANGKOK) LTD. WAS INCROPORATED
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IN 1949 AS A SUBSIDIARY OF F.E. ZUELLIG A.G., ZUIRCH, SWITZERLAND
AND TO REPLACE F.E. ZUELLIG (MALAYSIA) LTD. AND BELGO-THAI AGENCIES
LTD. WITH AN AUTHORIZED CAPITAL OF $300,000, FIRM IMPORTS AND
DISTRIBUTES PHARMACEUTICALS, VETERINARY AND AGRICULTURAL PRODUCTS,
ELECTRICAL CONTROLS AND MOTORS, DIESEL ENGINES, ROLLER BEARINGS,
AUTOMOTIVE REPLACEMENT PARTS AND TOOLS, REFRIGERATION MACHINERY,
SWITCHBOARD AND SWITCHGEARS AND WELDING EQUIPMENT. IT ALSO
MANUFACTURES PHARMACEUTICALS AND AGRICULTURAL CHEMICALS FOR LOCAL
DISTRIBUTION. FIRM OWNS AN OFFICE OF 1,600 SQ.METERS, A DISPLAY
ROOM OF 150 SQ.METERS, A WAREHOUSE OF 3,930 SQ.METERS AND A
FACTORY OF 1,730 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS
DISTRICTS. ITS TURNOVER IN 1977 WAS REPORTED TO BE $21,750,000
REPRESENTING AN INCREASE OF 13 PERCENT OVER THE FIGURE REPORTED
TO THE EMBASSY IN 1975. F.E. ZUELLIG IS A MEMBER OF THE
AMERICAN AND GERMAN CHAMBERS OF COMMERCE AND THE THAI AMANGEMENT
ASSOCIATION. IT EMPLOYS MORE THAN 500 PEOPLE INCLUDING 90
TRAVELLING SALESMEN, AND IS CLOSELY ASSOCIATED WITH THE DEJO
AGENCY CO., LTD. AND SIRI SIAM CO., LTD., BOTH OF WHICH ARE
IMPORTERS OF GENERAL MERCHANDISE UNDER THE SAME MANAGEMENT AS THE
F.E. ZUELLIG (BANGKOK) LTD. LOCAL BANKS REPORT THAT SUBJECT
FIRM HAS BEEN GRANTED CREDIT FACILITIES WHICH HAVE BEEN USED TO
THE BANKS'S SATISFACTION. IT IS CONDIDERED TO BE AN EXCELLENT

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TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO13687
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780204-1038
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780560/aaaabyos.tel
Line Count: 120
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2a9e1c9f-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2696393
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: F.E. ZUEELIG (BANGKOK) LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/2a9e1c9f-c288-dd11-92da-001cc4696bcc
Review Markings:
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